

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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# Merit Surge Continues.

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**'Enriched Flavor' cigarette attracting large numbers of high tar smokers.**

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Low tar MERIT continues to gain momentum with hard-to-please smokers of higher tar cigarettes.

The reason:

After 12 years of research with tobacco, scientists were able to isolate certain flavor-rich ingredients that deliver taste way out of proportion to tar.

The result: 'Enriched Flavor' tobacco. Perhaps the first major breakthrough in cigarette smoking in 20 years.

The most extensive taste-testing ever conducted proved it.

And now smokers are verifying it. 75% of all MERIT smokers are former high tar cigarette smokers—

© Philip Morris Inc. 1978

Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Aug. 77  
100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



LOW TAR-ENRICHED FLAVOR

the toughest taste critics of low tar smoking!

*"Merit cigarettes have converted me from a confirmed high tar cigarette smoker to a low tar smoker."*

—Mr. Robin Katz  
New York, New York

*"It is truly a joy to have found a low tar cigarette that tastes good too."*

—Miss Jo Arlene Bedford  
York, Pennsylvania

Only one cigarette has "Enriched Flavor" tobacco.

And you can taste it.

## MERIT

Kings & 100's

